

Charo Fuentes

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PROFESSIONAL PROFILE

Graphic Designer and Illustrator with high experience in the field of editorial industry, pharmacist and massive consume. Skilled professional producing images and work pieces reliable to the market and customer requirements. Solid knowledge of graphic design, composition, typography, colour control and form, marketing materials, corporative image, editorial illustration, graphic production, events and design and stand building. Creative solution in mistakes, efective solution at the right time, team player and coaching new starters. Reliable, innovative and creative.

LABORAL EXPERIENCE

Charo Fuentes Graphic Designer, Caracas, Venezuela **1994 – Current**
Graphic Designer/Freelancer

I designed marketing images and promo materials for the massive consume pharmaceutical industry in Venezuela. Successfully manage editorial projects such as book and magazines portraits.

- I designed an stand for exposition of 20 mts2 able to be transported to Singapur successfully showing two brand products of Abbott Nutrition.
- Winner of two awards of the best stand for Abbot Laboratories Best Practice Mexico 2007 with the designs representing a childhood rehydration hall of the Hospital JM de los Rios, Caracas, Venezuela and another one from Farmatodo another top brand from Venezuela in the pharmaceutical field.
- Designed and production in 2 weeks of an stand for exposition of 30 mts2 MDF at CIED of Metropolitan University for the Enterprise Global Autoparts.
- Creates and stand of exposition of 12 mts2 for the company Ferrelago at CIED Metropolitan University.
- Designed a graphic that was showned in an exterior part of a vehicle float of Abbott Laboratories and Global Autoparts, specifically in charge trucks in 2011.
- Created and designed an indentification for 4 stores an Spa, clothes industry, a hair salón and a telecommunications centre.
- I designs 6 CD covers for recognized musicians such as Maria Rivas, Eduardo Suarez, Nora Vivaz and few others.
- Design management of the graphic material used during 10 events of national and international business including banners, backing, and merchandise.
- Founded the Graphic Centre Letonia in 2004 starting ot print and produce for the first time my own material without intermediaries for 11 years.

- Designed marketing projects between 45 posters, 10 blocks, 6 take one, 25 visual aids/literatura/brochure, 25 flyers, 5 magazines advertisers.
- Designed 5 cooperative identity projects including 7 catalogs, 4 charge vehicles, 15 cooperative images, 43 titles, 25 paperwork, 5 signalling.
- Designed 5 book portraits for the editorial Disinlimed and Abbott Laboratories.
- Designed images for events including 10 exhibitors, 65 banners and 10 stands.

Graphic Design Institute, Caracas, Venezuela
Teacher

1990 – 1994

AJL Publicidad, Caracas, Venezuela
Illustrator and Graphic Designer

1990

EDUCATION

Graphic Designer and Illustrator.
 Graphic Design Institute of Caracas, Caracas, Venezuela